

3. Evaluative Report of the Department

1. Name of the Department : **School of Communication Studies**
2. Year of establishment : **1941**
3. Is the Department part of a School/Faculty of the university? : **Yes**
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.) : **PG & Ph.D**
5. Interdisciplinary programmes and departments involved
Interdisciplinary programmes
Inter-cultural Communication, Communication Skills, Interpretative Journalism
Departments programmes
Fashion design, Economic, Sports Communication, English Communication, Business Communication
6. Courses in collaboration with other universities, industries, foreign institutions, etc.
:
No
7. Details of programmes discontinued, if any, with reasons
PG Diploma in Hindi Journalism & PG Diploma in Punjabi Journalism
 1. **PG Diploma in Hindi Journalism & PG Diploma in Punjabi Journalism should be suspended. The decision, taken with the majority of 6:1, was based on the following reasons:-**
 - a) **Both these courses were started in 2008 under the Self-finance scheme with a maximum number of 15 seats in each.**
 - b) **Since their inception six years back, the strength of students in these two courses has been as follows:-**

Session	PGD in Hindi Journalism	PGD in Punjabi Journalism
2008-09	3	4
2009-10	4	5
2010-11	5	6
2011-12	3	5
2012-13	6	2
2013-14	2	5

It is clear from the table above that the courses have not been in demand despite the efforts of SCS to promote them.

- 2. The courses are not viable as they have attracted very few students on one hand and the School was required to spend substantial amount towards remuneration for guest faculty on the other.**
- 3. It is pertinent to mention here that the entire faculty of SCS had a meeting in 2011 with the then DUI, Prof. B.S. Brar on the issue of running these two courses. Even Prof. Brar opined that these courses should be discontinued as they are not in demand.**
8. Examination System: Annual/Semester/Trimester/Choice Based Credit System
Semester
9. Participation of the department in the courses offered by other departments
No
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Sanctioned	Actual (including CAS & MPS)
Professor	2(1+1*) *kept in abeyance	1	1
Associate Professor	4(3+1*) *kept in abeyance	0	3
Asst. Professors	4	2	2
Others	-	-	-

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./M.Phil. students guided for the last 4 years
Sanjay Wadwalkar	MCJ, Ph.D.	Professor	Advertising & Communication, Advertising Copy Writing: Theories of Hopkins & Ogilvy	35	9
Jayanth N.Pethkar	MCJ	Associate Prof.	Public Relations, Broadcasting, Radio & TV, Corporate Communication	33	-
Archana R.Singh	MJ, Ph.D.	Associate Prof.	Media Management, History of Print Media, Print Media Journalism, Health Communication, Online Journalism	18	8.5
Mohanmeet Khosla	MA (Eng.), MMC, Ph.D.	Associate Prof.	Media Ethics & Laws, Feature Writing, Graphic Designing, Print Media, New Media & Computer Mediated Communication	18	8

Sumedha Singh	MA, UGC-Net	Assistant Prof.	Editing & Graphic Designing, Growth & Development of Print Media, Development Communication	5	-
Bhavneet Bhatti	MA, UGC-Net, Ph.D.	Assistant Prof.	Advertising & Public Relations	5	-

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors : **Nil**
13. Percentage of classes taken by temporary faculty – programme-wise information
PG Diploma in Hindi Journalism 50%
PG Diploma in Punjabi Journalism 50%
14. Programme-wise Student Teacher Ratio
Ph.D 1:8
MA 1:10.6
PG Diploma in Advertising & Public Relations 1:15
PG Diploma in Hindi Journalism 1:5
PG Diploma in Punjabi Journalism 1:5
15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual

Name of Post	Filled	Vacant
SCHOOL OF COMMUNICATION STUDIES		
Sr. Assistant/Assistant Section Officer	-	1
Steno-typist	1	1
Clerk	1 (Daily Wage)	-
Jr. Technician (G-IV)	1	-
Daftri	-	1
Peon	1 (Daily Wage)	-

COMMUNITY RADIO STATION		
Station Manager	-	1
Technician	1	-
Part-time Technician –I	-	1
Clerk	1	-
EDUCATION MULTIMEDIA RESEARCH CENTRE		
Network Engineers	-	2
Technicians	1 (contract)	2
Librarian	-	1
Sr. Assistant/Assistant Section Officer	-	1
Steno-typist	-	1
Clerk	-	1
Lab Assistant	-	1
Peon	1	-
Cleaner	-	1

16. Research thrust areas as recognized by major funding agencies

No

17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise.

1 Faculty member, National :

Awarded of senior fellowship by the ICSSR to Dr. Archana R. Singh for two years to work on “Affective” news and changing news values in social media: An analysis of conversation flow on Twitter and transference of issues to mainstream newspapers.

18. Inter-institutional collaborative projects and associated grants received

a) National collaboration

b) International collaboration

No

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received.

No

20. Research facility / centre with

- state recognition
- national recognition
- international recognition

No

21. Special research laboratories sponsored by / created by industry or corporate bodies

No

22. Publications:

- Number of papers published in peer reviewed journals (national / international)
- Monographs
- Chapters in Books *
- Edited Books
- Books with ISBN with details of publishers
- Number listed in International Database (For *e.g.* Web of Science, Scopus,
 - Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)
- Citation Index – range / average
SNIP
- SJR
- Impact Factor – range / average
* h-index

1. Dr. Mohanmeet Khosla

Number of papers published in peer reviewed journals (national / international)

National =1,

International = 1 (listed in 15 international databases including SCOPUS)

No. listed in international database = 1

Impact factor = 3

2. Ms. Bhavneet Bhatti

Number of papers published in peer reviewed journals (national /

international)

1) **Research Paper titled, 'Changing Trends of Newspaper Text : A Content Analysis of Feature Stories in The Tribune' published in the Journal of Media Studies, Vol 2 (No.1) 2012 , ISSN 0976 -1322 . Journal of Media Studies is a peer reviewed journal published by Centre of Media Studies , Institute of Professional Studies, University of Allahabad.**

2) **Paper titled, 'The Newspaper Makeover: A Study of Changing Trends in the Language and Typography of Feature Stories in the Newspaper' published in the Journal IMS Manthan (The Journal of Management, Computer Science and Journalism), ISSN number 0974 -7141, published by IMS, Noida.**

23. Details of patents and income generated : No

24. Areas of consultancy and income generated : No

25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad : **No**

26. Faculty serving in

- a) National committees b) International committees c) Editorial Boards d) any other (please specify)

Dr. Mohanmeet Khosla serving on an Editorial Board

27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

- **The faculty, so far, has been sent for Refresher / orientation programs, workshops.**
- **The dept. is going to organise another workshop in collaboration with PRSI on 21/04/2014.**
- **The faculty is also involved in the production of program at our own Community Radio Station 91.2 Mhz.**

28. Student projects

- percentage of students who have done in-house projects including inter-departmental projects
- percentage of students doing projects in collaboration with other universities / industry / institute

Nil

29. Awards / recognitions received at the national and international level by

- Faculty
- Doctoral / post doctoral fellows
- Students

Nil

30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

A Seminar by the Public Relations Society of India on Preservation of Indian Values, Tradition and Culture and Role of Public Relations.

31. Code of ethics for research followed by the departments

Code of ethics for research followed by the School of Communication Studies is the same as stipulated by the UGC including the screening of dissertation/thesis through anti-plagiarism software.

32. Student profile programme-wise:

Name of the Programme (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
MA (Journalism & Mass Communication))	158	6	28	5%	28%
PG Dip. in Advertising & Public Relations	41	3	10	3%	10%
PG Dip. in Hindi Journalism	05	1	1	1%	1%
PG Dip. in Punjabi Journalism	10	4	1	4%	1%

33. Diversity of studnets

Programme (refer to question no. 4)	% of students from the same	% of students from other universities within the	% of students from universities outside the	% of students from other
	university	State	State	countries

MA	52%		29%	
PhD	13%	-	13%	-

34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

3 (General Category)

35. Student progression

Student progression		Percentage against enrolled
UG to PG		NA
PG to M.Phil.		NA
PG to Ph.D.		None
Ph.D. to Post-Doctoral		NA
Employed		
<input type="checkbox"/>	Campus selection	90%
<input type="checkbox"/>	Other than campus recruitment	10%
Entrepreneurs		Data not available

36. Diversity of staff

Percentage of faculty who are graduates	
of the same university	2
from other universities within the State	-
from universities from other States from	4
Universities outside the country	-

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the

assessment period

One

38. Present details of departmental infrastructural facilities with regard to
- a) Library
Over 1450 books are available in the School library and over 2000 in the University Central Library. The School also subscribes to over 15 newspapers and magazines besides research journals. An extensive collection of books and journals related to the discipline of Journalism & Mass Communication are available in the Main Library.
 - b) Internet facilities for staff and students
 - **One library rich with latest books**
 - **State of the art Computer Lab, Print Media Lab, Video Editing Lab for students**
 - **Community Radio Station for faculty and students**
 - **Access to computer and internet to faculty and students**
 - c) Total number of class rooms
5
 - d) Class rooms with ICT facility
One
 - e) Students' laboratories
3
 - f) Research laboratories
NA
39. List of doctoral, post-doctoral students and Research Associates
- a) from the host institution/university
8
 - b) from other institutions/universities
14
40. Number of post graduate students getting financial assistance from the university.
Nil
41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.
42. Does the department obtain feedback from
- a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
Yes. The dept utilizes the feedback for revision & improvement of syllabi

- b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
Yes. The dept. feedback is taken, which is utilized for continuous improvement in teaching & Public Relations
- c. alumni and employers on the programmes offered and how does the department utilize the feedback?
Yes. The suggestions received for feedback are incorporated in ongoing improvement.
43. List the distinguished alumni of the department (maximum 10)
- a. **Mr. H.K. Dua**
 - b. **Mr. Shekhar Gupta**
 - c. **Mr. Pankaj Paul**
 - d. **Mr. Kanwar Sandhu**
 - e. **Ms. Shireen Sethi**
 - f. **Mr. Naveen Grewal**
 - g. **Ms. Balpreet Kaur**
 - h. **Ms. Yojna Yadav**
 - i. **Ms. Neerupama Dutt**
 - j. **Mr. Surinder Malik**
 - k. **Mr. Jyoti Kamal**
 - l. **Mr. Ritish Lakhi**
 - m. **Mr. Vikrant Gupta**
 - n. **Mr. Kuldeep Nayar**
44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.
 Special Lectures
1. **PIB organised a workshop on Women and Children at 21/04/2014.**
 2. **Public Relations Society of India organised a seminar on Preservation of Indian Values, Tradition and Culture and Role of Public Relations**
 3. **Community Radio Station Programs**
45. List the teaching methods adopted by the faculty for different programmes.
Classroom teaching, Over Head Projector presentations, field surveys, practicals, field trips, internship, street plays, role play, case study, Major Project Report, Minor Project Report, Documentary, Radio Programs, Lab News Paper (Student Reporter), Wall News Paper (Tele-news board).
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
Programme objectives
- **Continuous assessment of class room teaching**
 - **Periodic review of goals achieved in Academic & Administrative meeting**

Learning outcomes

- Through continuous internal assessment
- Through class test, snap test, assignments.

47. Highlight the participation of students and faculty in extension activities.
Radio programs, Documentaries
48. Give details of “beyond syllabus scholarly activities” of the department.
Communis Club, 70M Club
49. State whether the programme/ department is accredited/ graded by other agencies?
If yes, give details.
Yes. The department is accredited to UGC-NAAC
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.
Contribution can be recognised through our alumni database, visiting experts, Meeting industry experts
51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths

Comprehensive program Bouquet of MA
Multi-faceted faculty base
Industry-academia interface
Judicious mix of theory & practice
Overarching curriculum

Weaknesses

Limited infrastructure
Limited faculty strength
Unfilled seats
Limited equipment
Shortage of space

Opportunities

The discipline itself – Media & Communication has limitless opportunities to innovate & experiment
In-numerous funding opportunities from various agencies
Chandigarh being 2nd largest publishing centre in North India plus its close proximity to Delhi, there is a potential talent base to tap regarding experts.

Challenges

To attract students from all over the country & globe
To continue offering quality education despite limited infrastructure and staff shortage
Keeping ourself abreast of the latest technological developments – digital devices, equipment etc.

uture plans of the department.

To have a separate University School of Communication Studies (USCS) with its attendant infrastructure and faculty. This would include independent departments offering both basic and optional courses such as:-

i. Dept of Communication

- **Communication Theory**
- **Communication Research Methodology**

ii. Dept of Journalism

- **Print journalism**
- **Online-Journalism**

Capsule courses in the following areas:

- **Science and Technology**
- **Business Journalism**
- **Sports Journalism**
- **Feature Writing**

iii. Dept of Advertising

- **Copy Writing**
- **Layout and Design**
- **Media Planning**
- **Client Servicing**
- **Brand Communication**

iv. Dept of Public Relations

- **Corporate Communication**
- **Customer Relations**
- **Media Relations**
- **Event Management**

v. Dept of Broadcast Communication

- **Radio communication**
- **TV Communication**

Capsule courses in documentary Production, Single-camera Production; Multi-Camera production; Radio features Production; Script Writing.

vi. Dept of Cinema Studies

Theory and practicals such as

- **Documentaries**
- **Film appreciation**

vii. Dept of Visual Communication & Technology

- **Graphic Design**
- **Computer Applications**

viii. Dept of International and Development Communication

- **International Communication**
- **Development support Communication**
- **Rural Communication**

- ix. Refresher courses for in-service Media professionals in various courses from i) to viii) above.

Presently the department plans to start new diploma courses in the evening so that the training can be provided to in-service professionals in the field and also to students of the department who are interested in gaining specialized qualification in a specific area of mass communication after completion of the Master degree. The proposed courses are as follows:

- a) One year Diploma courses in the following:
- Radio and TV Journalism
 - Advertising and Public Relations
 - Communication Skills
 - Corporate Communications
 - Health Communications
 - Business Journalism
 - Graphic Design and Computer Applications
 - Print Journalism
 - Video Production
 - Science Journalism

91.2 MHz, Jyotirgamaya, the CRS (Community Radio Station) of the Panjab University is being run by the School of Communication Studies. It was inaugurated on 13th February, 2011. Having started its journey with just a half-an-hour broadcast per day, today the station proudly offers four broadcasts a day that include a total of nine programs running for over 10 hours. We plan to take the total broadcast to a 24 hour one; and provide a better and more efficient training ground for the community and also for the students of electronic media

An Educational Multimedia Research Centre (EMMRC) is on its way to be set up in the School of Communication Studies. The foundation stone of the Centre was laid on 13th February, 2011. The EMMRC will be linked with the EMMRCs all over the country for making education more inclusive. The centre will also be able to produce socially relevant documentaries. We plan to make the EMMRC functional in the coming year.